

Methodology and Funding

May 2024 Winthrop Poll

Quick Methodology

The May 2024 Winthrop Poll was an online survey conducted and paid for by Winthrop University. The survey is a sample of adult residents of South Carolina. The sample includes a non-probability sample from an online panel curated by Dynata. Data from 1,174 (weighted) respondents were collected between May 8 and May 21, 2024. Results using all respondents have a margin of error of +/-2.86% at the 95% confidence level (weighted data). All subgroups will have a higher margin of error.

AAPOR Transparency Initiative Statement

The May 2024 Winthrop Poll was conducted online and was paid for by Winthrop University (1, 2). The online sample is a non-probability sample drawn from panels of adult residents of South Carolina curated by and purchased from Dynata, and were targeted to match South Carolina Census demographics (4, 5). Data were weighted on sex, race, and age based on data from the US Census Bureau (9). Full question wording for released results is included; full instrument is available upon request (3). Participants responded using CAWI via computer or smartphone; the survey averaged 16 minutes (6). Data were collected between May 8 and May 21, 2024 (7). Weighted data include a sample of 1,174 respondents which translates to a margin of error of +/-2.86% at the 95% confidence level for results using all respondents; all subgroups will have a higher margin of error (8). Center for Public Opinion & Policy Research personnel conducted quality control by eliminating data with inappropriate responses (didn't match the question asked), "line" data (strings of the same number punched in in a long row), or completions recorded too quickly for an individual to have actually read the questions for data collected online (10). All survey research contains unmeasured error and results should be seen as informative, not definitive (11).

Numbers correspond to the AAPOR Transparency Initiative Disclosure Elements found [HERE](#).